

BUSINESS INSIGHTS FROM EDA

- Customers are primarily concentrated in specific regions, i.e North and South America dominating the distribution. This suggests a potential focus area for targeted marketing. But there is a need to more market the product in the other parts of the world such as Europe and Asia.
- It shows the transactions over time, the number of transactions peaks during certain months, such as holiday seasons, reflecting seasonal trends or promotional offers.
- The categories Books and Electronics generate the highest revenue, indicating their significant contribution to the business. This suggests a strong customer preference for these products, making them critical for driving overall sales growth and crafting targeted strategies.
- Beside North America, all other regions are having a good amount of average transaction amount. So we have to cater more customers in that region by adopting a new way of marketing and with a growth in other regions also.
- Products such as smartwatches and headphones dominate in sales, reflecting their high demand and widespread appeal.